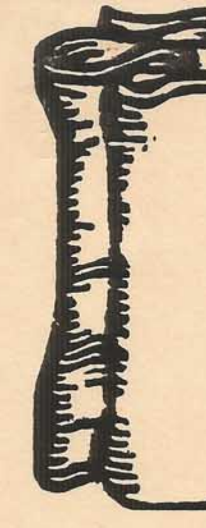
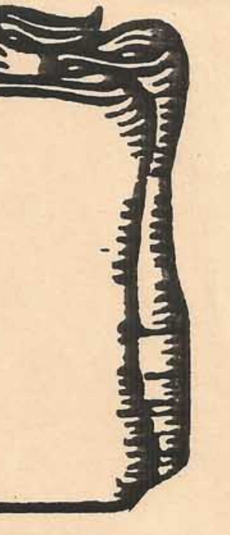


MARKETING & ADVERTISING



CO-OP INSERT FOR MAY 10, 1987

As you plan second quarter's advertising, you may wish to consider a Co-Op Insert. This program is continuing to have success in most Company and franchised markets where used. Since the November 30th Insert began, the following average sales increases have been seen by those locations participating. (All numbers compare '86 to '85 sales).

Week Ending	Company	Franchise
12/7	23.0%	16.9%
12/14	20.4%	15.4%
12/21	22.0%	22.8%
12/28	6.7%	4.8%
1/4	13.5%	N/A

The Company will be publishing an insert in select markets on May 10. By joining the Company's order, you have the advantages of Keller-Crescent doing all the work for you, as well as volume purchasing power with the company order. Following are the specifics for this order.

COUPON OFFER AND PLACEMENT

Attached are copies of past inserts. The placement of coupons at the top or bottom of the page, and the position within the booklet are the discretion of the printer. The coupon offers will be the same as on the copy, except with an expiration date of June 20, 1987. WE CANNOT CUSTOMIZE ANY COUPON OFFERS.

HOW TO ORDER AND COSTS

Please compute your estimated costs using the attached form. It must be returned by February 2. You will then receive an actual bill. Please note that DEADLINES MUST BE FOLLOWED.

1. Media Costs

   Attached is a listing of all available market areas. Note that each is assigned a number (1-122). Newspapers in each market, as well as individual newspaper circulation (listed as thousands, 000) are included. Also listed is the total market area circulation.

   Media cost is $6.82 per thousand. You can compute your cost by multiplying $6.82 by the circulation of your market area. For example:

   Market #1 -Full circulation (2 papers)

   $6.82 X 227 = $1,548.14

   However, if you only want the co-op insert in one of the market's newspapers, you will pay an additional $1250 "combo break". Example:

   Market #1 - Portland Telegram ONLY

$6.82 X 135	= $ 920.70
Plus combo break =	$1,250.00
TOTAL	$2,170.70

   In this case, it would cost less to buy the entire market area. We do recommend that you compute costs both ways to determine which is most cost efficient for your market.

2. Production Costs

Production costs average $600 per market. This includes about $200 for typesetting addresses, mechanical art production, film and engraving, shipping and tax. Plus, approximately $400 required by the co-op vendor/printer for black plate changes and strip-ins.

ADDRESSES

Most newspapers allow address/phone listing as shown on the attached copy. Please indicate the appropriate information per market on your order form. We will notify you if your local paper does NOT allow addresses.

SHARED MARKETS

Company markets are noted in the first column of the market listing by the designation SB or CEC. If you are located in a market already designated by the company, it is possible to "Share", even if your concept varies from the specified concept. Please call Lois Perry to discuss, as markets may fluctuate for the May insert.

If you share a market with another franchisee, it is possible for you to split the cost of the promotion by including all addresses on the coupon. In these cases, please coordinate with the other franchisee and place one order.

REPEAT ORDERS

If your order is an exact repeat of a previous order, just list as such in the address column on the order form. You will not need to specify addresses again.

SCHEDULE

February 2 - All orders are due to Lois Perry.
February 9 - Billing letters will be mailed this week.
March 2 - Payment due to Keller/Crescent.

If you have any questions, please call your Franchise Representative or Lois Perry.

MARKET LISTINGS for 5/10 Co-op Insert.

(✓)	MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
NEW ENGLAND (Region #1)				
	1	Portland, ME Bangor, ME	Telegram (135) News (92)	227
	2	Boston, MA	Globe	812
	3	Worcester, MA Springfield, MA Pittsfield, MA	Telegram (128) Republican (156) Berkshire Eagle (33)	317
	4	New Bedford, MA Fall River, MA Lowell, MA Lawrence, MA	Standard-Times (52) Herald News (37) Sun (57) Eagle Tribune (61)	207
	5	Manchester, NH Burlington, VT	New Hampshire News (86) Free Press (52)	138
	6	Providence, RI	Journal	259
	7	Hartford, CT	Courant	300
	8	New Haven, CT Waterbury, CT New London, CT	Register (141) Republican (74) Day (39)	254
			Total	2,514
METRO NEW YORK (Region #2)				
	9	Bridgeport, CT Danbury, CT	Post (92) News-Times (46)	138
	10	New York, NY	News CS	1,752
	11	New York, NY	Times* CS	1,182
	12	Westchester/Rockland, NY Staten Island, NY Bergen, NJ	**NEWSPAPERS (200)** Mamaroneck Times (6) Mt. Vernon Argus (10) New Rochelle Standard-Star (12) Nyack Rockland Journal-News (50) Ossining Citizen-Register (8) Peekskill Star (12) Port Chester Item (11) Tarrytown News (5) White Plains Reporter Dispatch (52) Yonkers Herald-Statesman (34) Advance (85) The Record (228)	513
	13	Long Island, NY	Newsday	648
	14	Newark, NJ	Star Ledger	683
	15	Asbury Park, NJ Atlantic City, NJ	Press (193) Press (88)	281
			Total	5,197
MIDDLE ATLANTIC (Region #3)				
	16	Poughkeepsie, NY Middletown, NY	Journal (60) Record (89)	149
	17	Albany, NY Schenectady, NY Troy, NY	Times Union (172) Gazette (72) Record (45)	289
	18	Syracuse, NY	Herald American	233
	19	Binghamton, NY	**U-BIE GROUP** Binghamton Press (87) Elmira Telegram (49) Ithaca Journal (20) Utica Press, Observer-Dispatch (60)	216
	20	Rochester, NY	Democrat & Chronicle	258
	21.	Buffalo, NY	News	371
	22	Erie, PA	Times-News	103
	23	Philadelphia, PA Camden, NJ Trenton, NJ Wilmington, DE	Inquirer (985) Courier Post (102) Times (85) News Journal (131)	1,303
	24	Allentown, PA	Morning Call	173
	25	Wilkes-Barre, PA Scranton, PA	Independent (65) Times (61)	126
	26	Harrisburg, PA Reading, PA Lancaster, PA York, PA	Patriot News (168) Eagle (114) News (148) Dispatch (51)	481
	27	Baltimore, MD	Sun	475
SB	28	Washington, DC	Post	1,092
			Total	5,269
SOUTHEAST (Region #4)				
	29	Richmond, VA	Times Dispatch	241
	30	Norfolk, VA Newport News, VA	Virginian Pilot (228) Press (112)	340
	31	Roanoke, VA Lynchburg, VA	Times & World News (127) News & Advance (45)	172
	32	Knoxville, TN	News-Sentinel	165
	33	Memphis, TN	Commercial Appeal	296
	34	Nashville, TN	Tennessean	256
	35	Chattanooga, TN	News-Free Press	109

(✓)	MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
SOUTHEAST (Region #4) Continued				
	36	Kingsport, TN Bristol, VA Johnson City, TN	Times-News (48) Herald-Courier, Virginia-Tennessean (43) Press (33)	124
	37	Charlotte, NC	Observer	264
	38	Greensboro, NC Winston-Salem, NC	News (128) Journal (101)	229
	39	Raleigh, NC Durham, NC Fayetteville, NC	News & Observer (178) Herald (63) Observer & Times (74)	315
	40	Asheville, NC Greenville, SC Spartanburg, SC Anderson, SC	Citizen-Times (72) News-Piedmont (127) Herald-Journal (54) Independent Mail (46)	299
	41	Columbia/Myrtle Beach, SC	State/Sun News	185
	42	Charleston, SC	News & Courier Post	118
SB	43	Birmingham, AL	News	214
SB	44	Montgomery, AL Huntsville, AL	Journal-Advertiser (86) Times (73)	159
SB	45	Mobile, AL/Pascagoula, MS Pensacola, FL	Press-Register/Mississippi Press Register (132) News-Journal (74)	206
SB	46	Atlanta, GA	Journal Constitution	615
SB	47	Savannah, GA	**GEORGIA GROUP** Albany Herald (44) Athens Banner-Herald (27) Augusta Chronicle-Herald (86) Columbus Ledger-Enquirer (69) Macon Telegraph & News (97) Savannah News (75)	398
	48	Miami, FL Ft. Lauderdale, FL West Palm Beach, FL	Herald (560)† News & Sun Sentinel (289)† Post Times (188)†	1,037†
	49	Jacksonville, FL Tallahassee, FL	Florida Times-Union (225) Democrat (67)	292
SB	50	Orlando, FL Daytona Beach, FL Cocoa, FL	Sentinel (331)† News-Journal (96)† Today (90)†	517†
	51	Lakeland, FL Gainesville, FL Ocala, FL	Ledger (93)† Sun (54)† Star-Banner (49)†	196†
CEC	52	St. Petersburg, FL Tampa, FL	Times (409)† Tribune (308)†	717†
	53	Sarasota, FL Ft. Myers, FL	Herald-Tribune (146)† News-Press (102)†	248†
			Total	7,712
EAST CENTRAL (Region #5)				
	54	Charleston, WV Huntington, WV Wheeling, WV	Gazette Mail (109) Herald-Dispatch (49) News-Register (55)	213
	55	Pittsburgh, PA Greensburg, PA Johnstown, PA	Press (580) Tribune-Review (80) Tribune-Democrat (54)	714
	56	Youngstown, OH Warren, OH	Vindicator (153) Tribune-Chronicle (49)	202
	57	Cleveland, OH Akron, OH Canton, OH	Plain Dealer (550) Beacon Journal (228) Repository (78)	856
	58	Lorain, OH	**HORVITZ GROUP** Dover Times-Reporter (29) Elyria Chronicle-Telegram (35) Lake County News-Herald (54) Lorain Journal (47) Mansfield News Journal (55)	220
SB	59	Columbus, OH	Dispatch	372
SB	60	Dayton, OH/Springfield, OH	News/News-Sun	272
SB	61	Cincinnati, OH Hamilton, OH	Enquirer (317) Journal-News (30)	347
	62	Toledo, OH	Blade	220
	63	Louisville, KY Lexington, KY	Courier Journal (324) Herald Leader (135)	459
SB	64	Detroit, MI Detroit, MI Pontiac, MI	News (790) Free Press (334)* Oakland Press (80)	1,204

(√)	MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
EAST CENTRAL (Region #5) Continued				
SB	65	Flint/Grand Rapids, MI Lansing, MI Battle Creek, MI	**BOOTH NEWSPAPERS (633)** Ann Arbor News (59) Bay City Times (47) Flint Journal (121) Grand Rapids Press (176) Jackson Citizen Patriot (42) Kalamazoo Gazette (76) Muskegon Chronicle (50) Saginaw News (62) State-Journal (82) Enquirer & News (39)	754
SB	66	Indianapolis, IN	Star	395
SB	67	Ft. Wayne, IN	Journal Gazette	132
SB	68	Evansville, IN	Courier & Press	116
SB	69	South Bend, IN	Tribune	125
			Total	6,601
METRO CHICAGO (Region #6)				
SB	70	Chicago, IL	Tribune CS	1,110
	71	Chicago, IL Elgin, IL	Sun Times (664) CS **GREATER CHICAGO NEWSPAPERS (175)** Aurora Beacon-News (43) Elgin Courier-News/Wheaton Journal (42) Joliet Herald-News (49) Waukegan News-Sun (41)	839
	72	Gary, IN Hammond, IN	Tribune (89) Times(75)	164
	73	Rockford, IL	Register Star	87
			Total	2,200
WEST CENTRAL (Region #7)				
	74	Davenport, IA Moline, IL/Rock Island, IL Cedar Rapids, IA	Quad City Times (84) Dispatch/Argus (59) Gazette (82)	225
	75	Milwaukee, WI Kenosha, WI Racine, WI	Journal (515) News (31) Journal Times (39)	585
SB	76	Madison, WI	Wisconsin State Journal	145
SB	77	Green Bay, WI Appleton, WI	Gazette (75) Post-Crescent (64)	139
SB	78	Eau Claire, WI La Crosse, WI	Leader-Telegram (40) Tribune (38)	78
	79	Minneapolis, MN St. Paul, MN	Tribune (613) Pioneer Press (245)	858
	80	Duluth, MN	News Tribune	83
SB	81	Peoria, IL	Journal Star	116
SB	82	Springfield, IL Champaign-Urbana, IL Bloomington-Normal, IL Decatur, IL	State Journal Register (72) News-Gazette (52) Pantagraph (57) Herald Review (56)	237
SB	83	St. Louis, MO	Post-Dispatch	520
	84	Des Moines, IA	Register	371
SB	85	Omaha, NE Lincoln, NE	World-Herald (285) Journal & Star (80)	365
SB	86	Kansas City, MO St. Joseph, MO Topeka, KS	Star (403) News-Press (50) Capital-Journal (77)	530
	87	Springfield, MO Joplin, MO	News & Leader (92) Globe (45)	137
	88	Wichita, KS	Eagle-Beacon	194
SB	89	Denver, CO Denver, CO Boulder, CO Colorado Springs, CO Pueblo, CO	Rocky Mountain News (379) Denver Post* (309) Camera (40) Gazette Telegraph (115) Chieftain (55)	898
	90	Billings, MT Casper, WY	**MONTANA GROUP (166)** Billings Gazette (61) Butte Standard (18) Great Falls Tribune (42) Helena Independent Record (14) Missoula Missoulian (31) Star-Tribune (42)	208
	91	Fargo, ND/Moorhead, MN Grand Forks, ND Sioux Falls, SD	The Forum (65) Herald (39) Argus Leader (61)	165
			Total	5,854
SOUTHWEST (Region #8)				
	92	Jackson, MS	Clarion Ledger	116
SB	93	New Orleans, LA Baton Rouge, LA	Times-Picayune (352) Advocate (140)	492
	94	Shreveport, LA Monroe, LA	Times (110) News-Star-World (47)	157
	95	Little Rock, AR	Arkansas Gazette	161

(√)	MKT#	AREA/MARKET	NEWSPAPER(S)	(000) CIRC
SOUTHWEST (Region #8) Continued				
SB	96	Dallas, TX Dallas, TX Ft. Worth, TX	News (522) Times Herald (349) Star-Telegram (304)	1,175
SB	97	Houston, TX Houston, TX Beaumont, TX	Houston Post* (235) Chronicle (529) Enterprise (78)	842
SB	98	Austin, TX Port Arthur, TX Waco, TX	American-Statesman (202) News (25) Tribune-Herald (69)	296
CEC SB	99	Corpus Christi, TX	**HARTE HANKS METRO GROUP** Abilene Reporter-News (60) Bryan-College Station Eagle (31) Corpus Christi Caller-Times (94) San Angelo Standard-Times (40) Wichita Falls Times (48)	273
CEC	100	San Antonio, TX	Express News	230
	101	El Paso, TX	Times	89
	102	Amarillo, TX Midland, TX Odessa, TX	News Globe (78) Reporter-Telegram (31) American (42)	151
	103	Albuquerque, NM	Journal	141
SB	104	Oklahoma City, OK Tulsa, OK	Oklahoman (329) World (235)	564
	105	Phoenix, AZ Tucson, AZ	Republic (509)† Star (153)†	662†
			Total	5,349
PACIFIC (Region #9)				
	106	Seattle, WA Tacoma, WA	Times/Post Intelligencer (491) News-Tribune (120)	611
	107	Spokane, WA	Spokesman-Review	136
	108	Salt Lake City, UT Ogden, UT Provo, UT Boise, ID	Tribune Deseret News (210) Standard-Examiner (56) Herald (32) Statesman (72)	370
	109	Portland, OR Eugene, OR Salem, OR	Oregonian (408) Register Guard (75) Statesman-Journal (57)	540
	110	San Francisco, CA Santa Rosa, CA Walnut Creek, CA	Examiner & Chronicle (712) Press-Democrat (87) Contra Costa Times (89)	888
	111	Oakland, CA San Francisco/Bay Area, CA	The Tribune (158) **GOLDEN GATE SUBURBAN GROUP (182)** Fremont The Argus (24) Hayward Review (49) Livermore Tri-Valley Herald (24) Marin County Independent Journal (40) San Mateo Times & News Leader (45)	340
	112	San Jose, CA	Mercury News	311
	113	Modesto, CA Stockton, CA	Bee (81) Record (57)	138
	114	Sacramento, CA Reno, NV	Bee (274) Gazette Journal (72)	346
SB	115	Fresno, CA	Bee	167
	116	Honolulu, HI	Star-Bulletin & Advertiser	198
			Total	4,045
LOS ANGELES (Region #10)				
CEC	117	Los Angeles, CA Los Angeles, CA Long Beach, CA Torrance, CA Pasadena, CA San Gabriel Valley, CA	Times (1,354) Daily News (162) Press-Telegram (137) Daily Breeze (126) Star-News (46) Tribune (80)	1,905
CEC	118	Santa Barbara, CA Ventura/Thousand Oaks, CA	News Press (58) Star-Free Press/News Chronicle (79)	137
SB	119	Las Vegas, NV Bakersfield, CA	Review Journal (123) Californian (89)	212
	120	Anaheim, CA	**ORANGE COUNTY METRO GROUP** Anaheim Bulletin (16) LaHabra-Brea Star-Progress (5) Santa Ana Register (341)	362
CEC	121	Riverside, CA San Bernardino, CA	Press-Enterprise (141) Sun (87)	228
CEC	122	San Diego, CA	Union	392
			Total	3,236
TOTALS			**TOTAL CIRCULATION 47,977**	

† Seasonal Circulation Fluctuation
* Zoned Circulation
Circulation Source ABC 3/31/86
CS City & Suburban Distribution

(Qty effective 1/1/87)

Franchise Co-op Insert Estimate/Order Form for May 10 Insert

MUST BE RETURNED BEFORE 2/2/87 TO PARTICIPATE!

Franchise Corporate Name and Address: ______________________________

____

____

Telephone: ________________

Order Placed By: ____________

Order Specifications:

Select from Market Listing Mkt #	Circ.	Addresses to be listed for this market PLEASE PRINT	Media Costs (Your circ. x $6.82)	Production Cost Per Market	Total Cost Per Market
#______				+ $600 =	$
#______				+ $600 =	$
#______				+ $600 =	$
#______				+ $600 =	$
#______				+ $600 =	$
				Estimate Grand Total	$

Please make a copy of this form if you plan more than 5 markets.

Return to Lois Perry, ShowBiz Pizza Time, Inc., 4441 W. Airport Freeway, Irving, TX 75062 BEFORE February 2, 1987. Sorry, we will not be able to accept orders after 2/2/87. You will receive a billing letter week of February 9 with exact costs. Your payment will be due by March 2, 1987.

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just $12.89 with coupon.
- **SAVE UP TO $8!**



Present this coupon by May 3, 1987
Not good with any other offer.

GOOD TIMES MEAL DEAL

- 1 large pizza, your choice of any one topping.
- 1 pitcher of soft drinks.
- 16 game and ride tokens.
- Just $11.89 with coupon.
- **SAVE UP TO $6!**



Present this coupon by May 3, 1987
Not good with any other offer.

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just $12.89 with coupon.
- **SAVE UP TO $8!**



Present this coupon by May 3, 1987
Not good with any other offer.

238 S.W. Military Dr.
8220 Windsor Cross
6802 Ingram Drive, Ingram Square (ShowBiz)

Put the fun back into eating out at Chuck E. Cheese's.

PIZZA TIME THEATRE



- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just $12.89 with coupon.
- SAVE UP TO $8!



Present this coupon by May 3, 1987
Not good with any other offer.

GOOD TIMES MEAL DEAL

- 1 large pizza, your choice of any one topping.
- 1 pitcher of soft drinks.
- 16 game and ride tokens.
- Just $11.89 with coupon.
- SAVE UP TO $6!



Present this coupon by May 3, 1987
Not good with any other offer.

SUPER FUN FAMILY PACK

- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just $12.89 with coupon.
- SAVE UP TO $8!



Present this coupon by May 3, 1987
Not good with any other offer.

Memphis, TN #1
901-363-1064

Memphis, TN #2
901-386-0072

Chattanooga, TN
615-870-3215

Charleston, SC
803-763-0663

Greenville, SC
803-297-6400

Columbia, SC
803-772-0435

West Des Moines, IA
515-223-9430

Cedar Falls, IA
319-277-6321

Cedar Rapids, IA
319-373-1228

Davenport, IA
319-391-2041

Put the fun back into eating out at ShowBiz Pizza.

SPT, INC. FRANCHISE NEWS
(Issue #39 - April 24, 1987)

Date of Origin: 1987
Archived: 8-12-20
Submission by Sptweb
Version 1.0

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